



Amendment under 37 C.F.R. § 1.116  
U.S. Application No. 7/769,392

## **AMENDMENTS TO THE CLAIMS**

**This listing of claims will replace all prior versions and listings of claims in the application:**

### **LISTING OF CLAIMS:**

Claims 1 and 2 (canceled).

3. (previously presented): A system for distributing information on a shopping mall to portable terminals of customers, comprising:

a terminal located in a store in the shopping mall operative to register in advance first information on the shopping mall, second information on the shopping mall, distributing time of the first information and attribute information regarding each store in the shopping mall requesting its distribution;

a means for registering in advance preference information regarding each customer;

a means for perceiving a visit of the shopping mall by a customer;

a means for distributing, when the distributing time comes, only the items regarding which the attribute information of the store requesting the distribution matches the preference information of the customer, out of the first information, to a portable terminal of the customer perceived to be visiting said shopping mall and for distributing the second information, differing from said first information, to portable terminals of customers not perceived to be visiting said shopping mall.

4. (canceled).

5. (previously presented): The system, as claimed in claim 3, wherein:  
said first information concerns a special sale, and customers are enabled to make an advance booking with a store by responding through said portable terminals.

6. (previously presented): The system, as claimed in claim 3, wherein:  
said first information concerns a degree of congestion at at least one of an attraction or a restaurant, and customers are enabled to make an advance booking with the attraction or restaurant by responding through said portable terminals.

Claims 7 and 8 (canceled).

9. (previously presented): A method for distributing information on a shopping mall to portable terminals of customers, comprising:  
registering in advance, using a terminal located in a store in the shopping mall, first information on the shopping mall, second information on the shopping mall, distributing time of the first information and attribute information regarding each store in the shopping mall requesting its distribution;

registering in advance preference information regarding each customer;

perceiving a visit of the shopping mall by a customer; and

distributing, when the distributing time comes, only the items regarding which the attribute information of the store requesting the distribution matches the preference information of the customer, out of the first information, to a portable terminal of the customer perceived to be visiting said shopping mall;

wherein the second information, differing from said first information, is distributed to portable terminals of customers not perceived to be visiting said shopping mall.

10. (canceled).

11. (previously presented): The method, as claimed in claim 9, wherein:

said first information concerns a special sale, and customers are enabled to make an advance booking with a store by responding through said portable terminals.

12. (previously presented): The method, as claimed in claim 9, wherein:

said first information concerns a degree of congestion at at least one of an attraction or a restaurant, and customers are enabled to make an advance booking with the attraction or restaurant by responding through said portable terminals.

Claims 13 and 14 (canceled).

15. (currently amended): A computer readable medium ~~recording~~ storing thereon a control program enabling a computer to execute an information distributing method to distribute information on a shopping mall to portable terminals of customers, the method comprising:

processing to register in advance, using a terminal located in a store in ~~a~~ the shopping mall, first information on the shopping mall, second information on the shopping mall, distributing time of the first information and attribute information regarding each store in the shopping mall requesting its distribution;

processing to register in advance preference information regarding each customer;

processing to perceive a visit of the shopping mall by a customer; and

processing to distribute, when the distributing time comes, only the items regarding which the attribute information of the store requesting the distribution matches the preference information of the customer, out of the first information, to ~~a~~ said portable terminal of the customer perceived to be visiting said shopping mall;

wherein said program causes a computer to execute processing to distribute the second information, differing from said first information, to portable terminals of customers not perceived to be visiting said shopping mall.

16. (canceled).

17. (previously presented): The computer readable medium as claimed in claim 15, wherein:

said first information concerns a special sale, and said program causes a computer to execute processing to enable customers to make an advance booking with a store by responding through said portable terminals.

18. (previously presented): The computer readable medium as claimed in claim 15, wherein:

said first information concerns a degree of congestion at at least one of an attraction or a restaurant, and said program causes a computer to execute processing to enable customers to make an advance booking with the attraction or restaurant by responding through said portable terminals.

19. (previously presented): A plurality of grouped storage media wherein said program claimed in claim 15 is divided into a plurality of segments, and each divided segment is recorded on one or another of said plurality of storage media.

Claims 20-24 (canceled).

25. (previously presented): A system for distributing information on a specific area to portable terminals, comprising:

a server having a processor,

wherein the processor registers, in advance using a terminal located in a store in a shopping mall, first information on the shopping mall, second information on the shopping mall, a distributing time of the first information and attribute information regarding each store in the shopping mall requesting distribution,

wherein the processor registers, in advance, preference information regarding each customer,

wherein the processor perceives a visit of the shopping mall by a customer,

wherein the processor distributes, at the distributing time, only information where the attribute information of the store requesting the distribution matches the preference information of the customer, out of the first information, to a portable terminal of the customer perceived to be visiting said shopping mall and distributes the second information, differing from said first information, to portable terminals of customers not perceived to be visiting said shopping mall.